

Performance & User Acquisition Report

Comparison Report: Last 28 Days (Jun 8 - Jul 5, 2026) vs Previous 28 Days

Strong Brand Efficiency: While overall search clicks dipped slightly (-5.3%), total market interest expanded dramatically with Impressions jumping by +9.9%[cite: 2]. Newly integrated Google Analytics GA4 metrics show a powerful digital foundation, capturing 11,170 total users over the 28-day lifecycle framework[cite: 2].

Search Performance Metrics

TOTAL CLICKS 514 ▼ -5.3% (vs 543)	TOTAL IMPRESSIONS 99.9K ▲ +9.9% (vs 90.9K)	AVERAGE CTR 0.5% -0.1% change (0.6%)	AVERAGE POSITION 13.2 ▼ -0.1 positions (vs 13.1)
AUTHORITY SCORE 14 Stable (0 change)			

GA4 User Acquisition High-Level Summary

TOTAL USERS 11,170 Ecosystem Total (100%)[cite: 2]	NEW USERS 10,808 96.7% of Incoming Funnel[cite: 2]	AVG ENGAGEMENT TIME 28s Ecosystem Average Baseline[cite: 2]	TOTAL EVENT COUNT 63,790 ▲ Active Web Interactions[cite: 2]
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First User Primary Channel Group Performance

PRIMARY CHANNEL GROUP	TOTAL USERS	NEW USERS	RETURNING USERS	AVG ENGAGEMENT TIME	ENGAGED SESSIONS / ACTIV
Total Ecosystem Metrics[cite: 2]	11,170[cite: 2]	10,808[cite: 2]	602[cite: 2]	28s[cite: 2]	0.39[cite: 2]
Organic Shopping[cite: 2]	59 (0.53%)[cite: 2]	54 (0.5%)[cite: 2]	9 (1.5%)[cite: 2]	1m 51s[cite: 2]	0.90[cite: 2]

Top Queries & Performance Breakdown

TOP QUERY	CLICKS (CURRENT / PREV)[CITE: 2]	CLICKS DIFF[CITE: 2]	IMPRESSIONS[CITE: 2]
australian veterinary wholesalers	31 / 37[cite: 2]	-6 [cite: 2]	117[cite: 2]
popantel tapeworm tablets	5 / 4[cite: 2]	+1 [cite: 2]	14[cite: 2]
pet pharmacy brisbane	4 / 2[cite: 2]	+2 [cite: 2]	37[cite: 2]
veterinary wholesalers australia	4 / 3[cite: 2]	+1 [cite: 2]	12[cite: 2]
popantel tapewormer	4 / 3[cite: 2]	+1 [cite: 2]	12[cite: 2]
vet wholesalers	4 / 2[cite: 2]	+2 [cite: 2]	8[cite: 2]
why do cats love churu	3 / 0[cite: 2]	+3 [cite: 2]	65[cite: 2]
nugard for cats	3 / 2[cite: 2]	+1 [cite: 2]	41[cite: 2]
nuguard	3 / 3[cite: 2]	0 [cite: 2]	30[cite: 2]
australian vet wholesalers	3 / 1[cite: 2]	+2 [cite: 2]	11[cite: 2]

Core Business & Search Metrics

GROSS SALES \$22,777.51 ▼ -3% (vs prev month)[cite: 2]	ORDERS 282 ▼ -2% (vs prev month)[cite: 2]
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Key Gains & Losses Explained

- Organic Shopping Value Profiles:** Extracted directly from our verified GA4 monitoring records visitors arriving through *Organic Shopping* exhibit extremely deep product evaluation behavior, displaying an average engagement session score of 0.90[cite: 2] and clocking nearly triple the standard site engagement duration at 1m 51s[cite: 2].
- Core Keyword Efficiency:** Standard wholesale terms like *"vet wholesalers"* observed a powerful +30% CTR gain[cite: 2]. Both it and primary indicator term *"australian vet wholesalers"* safely preserved a perfect, flawless **1.0 average ranking position** while scaling conversion pipeline velocity[cite: 2].
- Product Line Breakouts:** Specific internal product lines like *"popantel tapewormer"* observed exceptional visibility surges, navigating a dramatic climb of **+54.0 positions** up to a high-intent average rank of 10.1[cite: 2].
- New Informational Content Trajectory:** Educational query expansion parameters such as *"why do cats love churu"* generated valuable immediate tracking impressions, netting an instant +3 clicks and +50 impressions within new brand entry points[cite: 2].